



The Revelation Conversation: Inspire Greater Employee Engagement by Connecting to Purpose

Description: In this episode of *The Forward Thinking* podcast, host Stephanie Barton, VP Marketing and Communications, at FCCS welcomes Steve Curtin. Steve has 20 years of experience between hotel operations, sales and marketing, training and development, and customer service roles. He's the author of *Delight Your Customers* and *The Revelation Conversation*. Steve explains what a revelation conversation is, how it can connect the employee's daily work activities to the overall mission of the company, and why this leads to greater engagement and an overall stronger ability to delight customers.

"It is a conversation that is designed to reveal the total job role to connect the employee's daily work activities to the purpose of the job role, and in the process inspire greater employee engagement." — Steve Curtin

Episode Insights Include:

What is a revelation conversation?

- + It is a conversation designed to reveal the total job role and to connect the employee's daily work activities to the purpose of the job role.
- + The revelation conversation can help inspire greater employee engagement.
- + According to recent research, 36% of the workforce is engaged, 49% are not engaged, and the remaining 15% are disengaged and actively working against the company's efforts.

How can one start to have the revelation conversation?

- + Getting clear on the "job essence" and how it connects with a job's skills and overall function.
- + Realize the strong connection between employee engagement and delighting your customers and keep that at the forefront of the conversation.
- + In the same way that employees must grow and learn, supervisors must learn to have deeper revelation conversations as well.
- + Be ready to articulate your single highest priority in alignment without compromising the organization's purpose and core values.



How can we better provide service that delights our customers?

- + Move away from compartmentalizing the quality of service that is offered.
- + Make sure every aspect is functioning as best as it can, from internal to external public-facing sectors.
- + Put an emphasis on the totality of the environment so that employees are clear on their purpose and know what's expected in their job essence.

What are some action items we can take to begin the revelation conversation?

- + Supervisors can help drive engagement by really looking at how much of their day they are coaching and trying to make it even more.
- + Challenge: for the next 90 days, initiate a revelation conversation or follow up on your initial revelation conversation with a member of your staff.
- + Notice the upward spiral of connection to job purpose that these conversations bring.

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Resources

[The Revelation Conversation](#)

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